



WTIC-TV

ORDER

Print Date 09/20/12

Page 1 of 3

Flight Dates 10/02/12-10/08/12

Contract / Revision 389345 / DEMOCRATIC CONG CAMP

Original Date / Revision
09/20/12 09/20/12

Advertiser Democratic Congress Camp

Product

Product DEMOCRATIC CONG CAMP

Agency Com 15%

Billing Contact

3050 K St NW
Washington, DC 20007

Agency Great American Media

Buying Contact Jordan Johannesse

3050 K St NW
Washington, DC 20007

Sales Office TWDC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # 1474

Alt Order # 06328413

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL ISSUE

Product Codes PL2, PL3

Priority 03

Advertiser Ref

Primary Account Executive
Jordan Johannesse

Account Executive	Order%	Start Date	End Date
Jordan Johannesse	100%		

Order Share 18% Market Value 144694

Competing Station	% of Order	Amount
2WCCT	1%	1446
3WFSB	43%	62218
4WVIT	13%	18810
5WTNH	25%	36173
6WCTX	%	0
7CABL	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	44	\$22,138.25	\$26,045.00	0.00	10/01/12	10/08/12	44	\$22,138.25	\$26,045.00
Totals	44	\$22,138.25	\$26,045.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
1	61	10/02/12	10/08/12	M-F 1p-2p M-F 1p-2p	CM	1p-2p	MTWTF--	:30	2	\$125.00	03	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/02/12	10/08/12	MTWTF--		2		\$125.00		0.00					
2	61	10/02/12	10/08/12	M-F News at Ten News at Ten	CM	10p-1030p (10:00 PM-10:30 PM)	MTWTF--	:30	3	\$1,200.00	03	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/02/12	10/08/12	MTWTF--		3		\$1,200.00		0.00					
3	61	10/02/12	10/08/12	M-F News at Ten News at Ten	CM	1030p-11p (10:30 PM-11:00 PM)	MTWTF--	:30	3	\$1,200.00	03	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/02/12	10/08/12	MTWTF--		3		\$1,200.00		0.00					
4	61	10/02/12	10/08/12	M-F News at 11pm News at 11pm	CM	11p-1135p	MTWTF--	:30	3	\$300.00	03	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/02/12	10/08/12	MTWTF--		3		\$300.00		0.00					
5	61	10/02/12	10/08/12		CM	1135p-1205a	MTWTF--	:30	2	\$175.00	03	0.00	NM	2	\$350.00



WTIC-TV

Print Date: 09/20/12

Page 2 of 3

Contract / Revision **389345** Flight Dates **10/02/12-10/08/12**

Hiatus Dates

Original Date / Revision 09/20/12/ 09/20/12

Order Sep 00:15:00

Advertiser **Democratic Congress Cam** Product **DEMOCRATIC CONG CAMF** Estimate # **1474**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 1135p-1205a M-F 1135p-1205a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--					2	\$175.00		0.00			
6	61	10/02/12	10/08/12	M-F 2p-3p M-F 2p-3p	CM	2p-3p			2	\$75.00	03	0.00	NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--					2	\$75.00		0.00			
7	61	10/02/12	10/08/12	M-F 3p-4p M-F 3p-4p	CM	3p-4p			3	\$225.00	03	0.00	NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--					3	\$225.00		0.00			
8	61	10/02/12	10/08/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p			2	\$200.00	03	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--					2	\$200.00		0.00			
9	61	10/02/12	10/08/12	M-F 6p-630p M-F 6p-630p	CM	6p-630p			2	\$400.00	03	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--					2	\$400.00		0.00			
10	61	10/02/12	10/08/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a			2	\$150.00	03	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--					2	\$150.00		0.00			
11	61	10/02/12	10/08/12	M-F 630p-7p M-F 630p-7p	CM	630p-7p			2	\$400.00	03	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--					2	\$400.00		0.00			
12	61	10/02/12	10/08/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p			2	\$550.00	03	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--					2	\$550.00		0.00			
13	61	10/02/12	10/08/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a			3	\$225.00	03	0.00	NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--					3	\$225.00		0.00			
14	61	10/02/12	10/08/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p			3	\$650.00	03	0.00	NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--					3	\$650.00		0.00			
15	61	10/02/12	10/08/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a			3	\$175.00	03	0.00	NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--					3	\$175.00		0.00			
16	61	10/02/12	10/08/12	M-F 9a-10a M-F 9a-10a	CM	9a-10a			2	\$85.00	03	0.00	NM	2	\$170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--					2	\$85.00		0.00			
17	61	10/06/12	10/06/12	Sa 10p-11p Sa 10p-11p	CM	10p-11p	-----1-		1	\$950.00	03	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



WTIC-TV

Print Date: 09/20/12

Page 3 of 3

Contract / Revision **389345** Flight Dates **10/02/12-10/08/12**Hiatus DatesOriginal Date / Revision 09/20/12/ 09/20/12Order Sep 00:15:00Advertiser **Democratic Congress Cam** Product **DEMOCRATIC CONG CAM** Estimate # **1474**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
17	61	10/06/12	10/06/12	Sa 10p-11p Sa 10p-11p	CM	10p-11p	----- 1-	:30	1	\$950.00	03	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----- 1-					1	\$950.00		0.00			
E 18	61	10/06/12	10/06/12	College Football College Football	CM	7p-1030p (7:00 PM-10:30 PM)	----- 1-	:30	1	\$750.00	03	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----- 1-					1	\$750.00		0.00			
19	61	10/07/12	10/07/12	Su 10p-11p Su 10p-11p	CM	10p-11p	----- 1	:30	1	\$1,100.00	03	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----- 1					1	\$1,100.00		0.00			
20	61	10/03/12	10/03/12	Wed Prime Rotator X-Factor	CM	8p-10p	-- 2----	:30	2	\$3,500.00	03	0.00	NM	2	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-- 2----					2	\$3,500.00		0.00			
Totals													44	\$26,045.00	